

**REMARKS**

Claims 1, 3-14, 19-27, 29, 31, 47-53, and 55-61 are pending. Claims 1, 3, 19, 23, 47, 49, 53, and 55 have been amended, claims 2, 15-18, 28, 30, 32-46, and 54 have been canceled, and new claim 61 has been added. Applicants respectfully submit that no new issues have been raised, as all of the amendments presented herein have been made to incorporate allowable subject matter into the claims and/or to clarify features which formed the basis of the § 112, second paragraph, rejection. Also, the addition of new claim 61 is offset by the cancellation of claim 54 for purposes of not increasing the number of finally rejected claims. Entry of this paper is therefore respectfully requested.

In the Final Office Action, claims 49-60 were indicated to be allowable if re-written into independent form to recite the features of their base and intervening claims. Claims 49, 53, and 55 have been rewritten in this manner and claim 1 has been amended to recite the features of allowable claim 54. In making the amendment to claim 1, it is noted that antecedent basis has been provided for the step of “reducing the price.” Independent claims 19 and 23 have been amended to recite features that correspond to allowable claims 54 and 53 respectively.

Claim 3 has been amended to provide an antecedent basis for “front, middle, and rear” and claim 47 has been amended to provide antecedent basis to the displayed “plurality of contents” in claim 1. It is respectfully submitted that these amendments are sufficient to overcome the § 112, second paragraph, rejection.

New claim 61 is an independent claim which recites features that correspond to allowable

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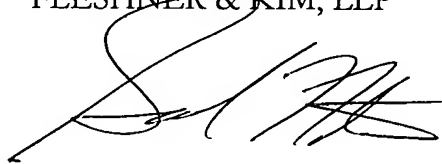
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subject matter of claim 49.

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and timely allowance of the application are respectfully requested.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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